

For illustration purposes only



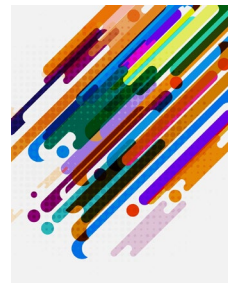
Boldly Forward

FY 2026 - FY 2029
Strategic Plan
Final Draft

Boldly Forward

FY 2026 – FY 2029 Strategic Plan

Working Draft – January 2025



MISSION

As Maryland’s first historically black public university, Bowie State University empowers a diverse population of students to reach their potential by providing innovative academic programs and transformational experiences as they prepare for careers, lifelong learning, and civic responsibility. Bowie State University supports Maryland’s workforce and economy by engaging in strategic partnerships, research, and public service to benefit our local, state, national, and global communities.

VISION

Bowie State University will be widely recognized as one of the nation’s best public comprehensive universities that is a model for academic excellence, innovation, and student success.

CORE VALUES

Excellence

Bowie State University expects students, faculty, staff, and administrators to demonstrate outstanding performance by fostering a stimulating learning and work environment.

Inclusivity

Bowie State University intentionally creates a community that encourages involvement, respect, and connection among students, faculty, staff, and administrators regardless of race, gender, ethnicity, national origin, culture, sexual orientation, religion, age, and disability.

Integrity

Bowie State University students, faculty, staff, and administrators demonstrate high ethical standards in their interactions with one another and the larger community.

Accountability

Bowie State University expects each member of the university community to be responsible and accountable for the outcomes of their efforts and actions.

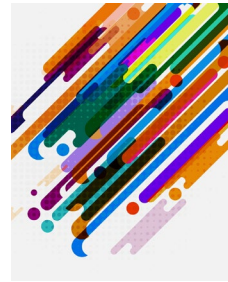
Innovation

Bowie State University aspires to infuse innovative practices into academic and administrative functions by encouraging students, faculty, staff, and administrators to utilize best practices and pursue new opportunities.

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Goal – Advancing Academic Distinction

Bowie State University is committed to enhancing its reputation as a center of excellence in research, education, and innovation. The university will strive to enhance its academic programs, faculty development, and student experiences to meet the evolving demands of higher education and the workforce.

Objectives:

High Research Activity - Expand research, scholarship, and creative work activities of faculty and staff across all disciplines through the active pursuit of external grant and research opportunities supported by the creation of the Research and Innovation Unit to propel the university to research distinction.

Workforce and Lifelong Learning – Assess and modify (as necessary) current academic programs to incorporate experiential and/or entrepreneurial activities and ensure alignment with Maryland and regional workforce competencies, capabilities, and professional skills, and create new programs to meet emerging workforce needs.

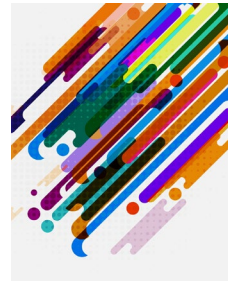
Graduate Education - Position Bowie State as a leading institution for graduate education by enhancing program offerings, increasing enrollment, and improving the overall graduate student experience.

Faculty Growth and Advancement – Cultivate an environment of continuous professional growth among faculty members, aiming to support advancement through teaching effectiveness, scholarship and research capabilities, and service.

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Goal – Transforming the Student Experience

Bowie State University will transform the student experience by enhancing internal processes and campus-wide resources that contribute to student's academic, well-being, and career-related needs.

Objectives:

Student Success – Evaluate contemporary challenges to student completion across the student life cycle and implement proven practices and technologies that increase retention and graduation rates.

Holistic Student Care – Reimagine student mental health, well-being, financial health, and academic support systems to establish Bowie State as a leader in holistic student care by incorporating the *8 Dimensions of Wellness*, best practices, use of technologies, and innovative care models.

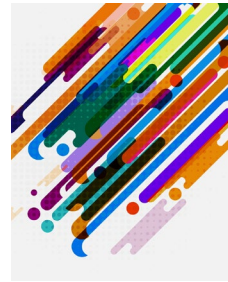
Bowie BOLD Students - Cultivate a strong sense of belonging and pride among students by providing a culture of care, offering diverse opportunities for leadership development and campus life, and aligning experiences to students' unique goals.

Athletics, the Arts, and Student Life – Elevate Bowie State's vibrant campus environment by fostering student engagement, personal growth, and community spirit through athletics, the arts, and student life.

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Goal – Fostering a Culture of Inclusivity, Equity, Civic Engagement, and Social Justice

Bowie State University will build a diverse and inclusive campus environment that champions equity, civic engagement, and social justice. The university will implement actions that ensure all campus community members feel valued, respected, and empowered to participate actively in societal and civic matters.

Objectives:

Civic Engagement and Social Justice - Empower students to engage in voter engagement, community service, public policy, and research and advocacy work on social justice issues.

Equitable Promotion and Fair Advancement - Ensure transparent promotion criteria and pathways that foster equitable academic and professional growth opportunities among faculty and staff.

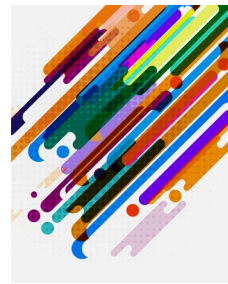
Future Leaders - Expand leadership development programs prioritizing diversity, equity, and inclusion, preparing students, faculty, and staff to lead.

Equitable Onboarding - Examine and enhance student onboarding processes to ensure equitable access to resources and support for all new students, with a deliberate focus on international students and students from historically marginalized backgrounds.

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Goal - Ensuring Bowie State's Future through Growth and Innovation

Bowie State University will evolve into a model institution known for its innovative community engagement, philanthropy, work environment, and partnerships.

Objectives:

Revenue Streams - Strengthen the institution's financial health through fundraising efforts, new enrollment streams, athletic facilities, entrepreneurial activities, sponsored research, and sound fiscal management to support long-term sustainability and growth.

Business Practices – Invest in infrastructure, technology, and training to innovate business processes to enhance efficiency, improve service delivery, improve customer service, and support academic and administrative excellence.

Talent Development - Implement targeted talent development strategies to attract a diverse faculty, staff, and student body that reflects Bowie State's rich diversity.

Community Hub - Transform Bowie State University into a dynamic community center that fosters engagement, collaboration, and inclusivity between the university and the broader community.

Bowie Bold - Continue elevating the university's brand image to build stakeholder partnerships and commitment.